



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 4

GREER, MARGOLIS, MITCHELL, BURNS &
ASSOC - 863
ATTN: MAURA GILROY
3050 K STREET, NW
WASHINGTON DC 20007

Contract No 404079	Contract Dt 10-30-2012	Revision Dt 11-01-2012	Rev# 4	Advertiser OBAMA FOR AMERICA	Brand BARACK OBAMA FOR PRES	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247547	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247547				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				8	30		X						1	12,000	1	12,000.00
2	10-30-2012	10-30-2012	09:00PM - 10:00PM	PRIME TU9 (7015)				8	30		X						1	8,000	1	8,000.00
3	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)				7	30		X						1	12,000	1	12,000.00
4	10-31-2012	10-31-2012	08:30PM - 09:00PM	PRIME WE8 (7019)				8	30			1					1	11,000	1	11,000.00
5	10-31-2012	10-31-2012	09:00PM - 10:00PM	PRIME WE9 (7020)				7	30			1					1	25,000	1	25,000.00
6	10-31-2012	10-31-2012	10:00PM - 11:00PM	PRIME WE10 (7021)				7	30			1					1	15,000	1	15,000.00
7	11-02-2012	11-02-2012	08:00PM - 09:00PM	PRIME FR8 (7042)				8	30					1			1	6,000	1	6,000.00
8	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME FR9 (7043)				8	30					1			1	9,000	1	9,000.00
9	11-02-2012	11-02-2012	10:00PM - 11:00PM	PRIME FR10 (7044)				8	30					1			1	6,500	1	6,500.00
10	11-04-2012	11-04-2012	08:00PM - 09:00PM	PRIME SU8 (7049)				9	30							1	1	12,000	1	12,000.00
11	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)				8	30							1	1	15,000	1	15,000.00
12	11-04-2012	11-04-2012	10:00PM - 11:00PM	PRIME SU10 (7051)				9	30							1	1	6,000	1	6,000.00
13	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				8	30	1							1	15,000	1	15,000.00
14	10-31-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				7	30			1	1	1			3	4,000	3	12,000.00
15	11-05-2012	11-05-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				7	30	1							1	4,000	1	4,000.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404079	10-30-2012	11-01-2012	4	OBAMA FOR AMERICA	BARACK OBAMA FOR PRES	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
			247547	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)							N	247547		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-31-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30			2	2	2			6	1,600	6	9,600.00	
17	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30	2							2	1,600	2	3,200.00	
18	10-31-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30			2	2	2			6	700	6	4,200.00	
19	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30	2							2	700	2	1,400.00	
20	10-31-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30			2	2	2			6	1,600	6	9,600.00	
M	MG Group #	Preempted	Rate Reason	MG Description		Duration												
	336008	10-31-2012	1,600 PER SALES MANAGEMENT	1 X 30 @ \$100 S 01:35AM - 02:35AM - 11/03/12-11/03/12 (7767)	9	30						X		1	100	1	100.00	
	Total:		1,600											Preempt Total:		-1	-1,600.00	
21	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30	2							2	1,600	2	3,200.00	
22	11-01-2012	11-02-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30				2	1			3	1,100	3	3,300.00	
23	11-05-2012	11-05-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30	1							1	1,100	1	1,100.00	
24	11-01-2012	11-01-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30				1				1	2,200	1	2,200.00	
25	11-03-2012	11-03-2012	12:35AM - 01:35AM	LF SAT CASTLE (7766)	8	30						1		1	200	1	200.00	
26	11-02-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30					1			1	1,500	1	1,500.00	
27	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	8	30	2							2	15,000	2	30,000.00	
28	11-05-2012	11-05-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	7	30	1							1	20,000	1	20,000.00	

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29	11-01-2012	11-01-2012	08:00PM - 11:00PM	PRIME THU MOVIES/SPECIALS (7041)	7	30				X				1	20,000	1	20,000.00
30	11-04-2012	11-04-2012	07:00PM - 08:00PM	PRIME SU7 (7048)	8	30							1	1	7,000	1	7,000.00
31	11-03-2012	11-03-2012	08:00PM - 11:30PM	COLLEGE FOOTBALL PRIME (7220)	9	30						3		3	2,800	3	8,400.00
32	11-04-2012	11-04-2012	11:30PM - 12:00AM	LATE NEWS ACTION NEWS AT 1130P SA-SU (699	8	30							1	1	2,800	1	2,800.00
33	11-03-2012	11-03-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	9	30						6		6	500	6	3,000.00
34	11-02-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30					2			2	2,000	2	4,000.00
35	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	2,000	2	4,000.00
36	11-02-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30					2			2	2,000	2	4,000.00
37	11-02-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30					4			4	500	4	2,000.00
38	11-02-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	7	30					1			1	2,100	1	2,100.00
39	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	7	30	1							1	2,100	1	2,100.00
40	11-03-2012	11-03-2012	12:00PM - 03:30PM	COLLEGE FOOTBALL ABC SAT AFTERNOON (72	8	30						3		3	2,500	3	7,500.00
41	11-02-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30					1			1	2,200	1	2,200.00
42	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	9	30							1	1	400	1	400.00
43	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)	9	30							1	1	500	1	500.00

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